



Innovating the Corporation: Creating Value for Customers and Shareholders

Thomas Kuczmarski, Arthur Middlebrooks, Jeffrey Swaddling

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Numerous barriers, problems, and unresolved issues often prevent innovation from taking hold within an organization. Companies haven't discovered how to measure innovation, make it repeatable, or systematize it. Until now. The program outlined in *Innovating the Corporation* guarantees accelerated innovation within any corporation, within any industry. Intended as a dynamic, hands-on guide, this book offers a comprehensive look at strategic planning, understanding and cultivating an innovation vision, and building an innovation team. Includes detailed, step-by-step information on how to measure the success of an innovation plan.



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